

Marketing Educators' Update



May, 2001

Marketing Conference

The National Marketing Education Association (MEA), in conjunction with South-Western Publishing, invite you to join us at the Second Annual Summer Conference July 27-29 in Indianapolis. In addition to Sports and Entertainment Marketing, this year E-Commerce and Hospitality Marketing will be featured. Meet with marketing and business educators, as well as sports marketing, E-commerce, and hospitality professionals. Learn how to implement courses in Sports and Entertainment Marketing, E-Commerce, and Hospitality and discover new techniques that will improve your marketing or business program. Registration forms are on the web site.

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Summer PD Opportunities

In Basket/Internet Workshop.— If you are interested in writing projects for your business and marketing classes, this workshop is for you. You will have an opportunity to work with a partner to develop various projects for your classes that are work-based related. We have been doing this for over six years, and the projects are used by many teachers in Indiana and other states. The workshops will be held June 18-22 in Carmel. Check out the web site at <http://www.doe.state.in.us/octe/bme>. Click onto Professional Development. A list of all the Professional Development Opportunities is enclosed with this mailing.

June and July, 2001, HBA Summer Institutes.— The HBA Summer Institutes have been designed to fulfill the unique needs of hospitality secondary school educators. This five-day intensive hands on workshop will provide secondary school educators with materials to teach students the latest and best in hospitality practices. Individuals participating will receive a national certificate from the HBA certifying them as highly-trained professional hospitality secondary school educators. If you are teaching or are planning to teach Lodging Management or Hospitality, Travel, and Tourism courses, this workshop is for you! For further information go to <http://www.doe.state.in.us/octe/bme>. Click onto Professional Development

June 28-July 1, 2001 –MarkED Conclave. Cleveland, Ohio. A national professional development conference for teachers of marketing, management, and entrepreneurship. See attached flyer.

Beadle Receives Award

Barbara Beadle received the National Association of Supervisors of Business Education Outstanding Service Award for 2001. The award was presented at the NASBE business meeting at the National Business Education Association. The award is presented to a NASBE member who has been involved in NASBE, NBEA, and ACTE. Barb completed a three-year term on the NASBE Board as President Elect, President, and Past President. She also serves as the North Central Business Education Association representative on the NBEA Board for a three-year term, 2000-2003. Barb will complete a three-year term on the MarkED Board of Trustees this June. In addition to these responsibilities, she serves on the NBEA Curriculum Administration Committee and is involved with the development of the new NBEA National Standards for Business Education which will be available for purchase this fall.

Free Work Sheets For Teachers

Go to **FreeWorksheets.com** to get free printable handouts for your lesson plans. The site includes handouts in the areas of language arts, science, social studies, mathematics, and thinking skills.

Although the handouts are copyrighted, teachers have permission to download and copy them for use with their students. There are currently over 3,000 pages to choose from, and the assortment is growing. There's also a host of on-line activities that can be used.
www.FreeWorksheets.com

E-Stats

- Researchers at Jupiter Communications predict that 8% of new-car sales in the U.S. or 1.3 million vehicles worth \$33 million, will be sold online in 2004, up from 17,000 vehicles in 1999. Car research via the Web will influence another 22% of domestic new-car sales in 2001, or 3.8 million cars worth \$95 billion.

Leslie Marable is the research editor at Inside.com, a media business site.

Upcoming Conferences

ICTE - July 30-31

Business & Marketing
Adams Mark Hotel, Airport
November 16-17

Battle Burnout With 5 Survival Tips

In the service industry, burn-out is not only a common occurrence, it is probably one of the biggest reasons why employees quit their jobs. Surprisingly, however, the more you enjoy your work and the more seriously you take your job and serving customers, the more vulnerable you may be to burnout.

Therefore, while it is important to take your job seriously and meet the demands of customers on a daily basis, it is equally important that you make sure that you take care of yourself both at work and at home to prevent stress from getting the best of you.

Try these five tips to guard against burnout so you can keep providing your guests the top-notch service they have come to expect:

1. **Don't take work too personally.** Keep in mind that when customers lash out, their frustration is over the difference between what they want and what they are getting, not about you personally.
2. **Don't take problems home.** Give your work complete attention while you're "on duty," but leave it there when you go home.
3. **Find ways to reduce stress.**
4. **Get help from others.** Remember that your co-workers are going through their share of stress-building situations. Talk them over together.
5. **Remember the "good news."** When customers approach you with problems, remember that most of them will become satisfied once you've handled their complaint.

Source: Dartnell's Customers First



Smart Cards

Talked about for years and prevalent in Europe, four "smart" credit cards are available in U.S. — American Express Blue, First USA Smart Visa, Fleet Fusion Visa, and Providian Smart Visa. For now they are useful only for online transactions—it is believed hackers cannot crack them open to get data. They contain programmable computer chips capable of storing up to 32 kilobytes of information—100 times as much as on a magnetic strip. In Europe, consumers are able to use a small debit card at parking meters, pay telephones and soft-drink machines. Germans have a smart card containing their health insurance info. But America is a land of credit cards with a magnetic strip and it's not easy to convince consumers to switch to a card few merchants can accept.

FORBES, Dec. 11, 2000

Adopting the Dollar

El Salvador became the third Latin American nation, after Ecuador and Panama, to adopt the U.S. dollar as official currency. Cuba allows U.S. bills to circulate. Mexico and Argentina have flirted with the idea of adopting the dollar amid high-minded talk of a hemispheric currency, much like Europe's euro.

Los Angeles Times, Jan. 6, 2001

Target Marketing Prop

To introduce students to the term *target market* and to serve as a constant reminder that marketing to a specific target audience is the key to a business's success, try this nifty idea. Hang a dartboard on one of the walls in your classroom. Use the dartboard as a reference whenever the class discussion focuses on target market or target audience. Obviously, be sure there are no darts in the board.

Source: *The editors of Teaching Business Education*



Advertising Puzzle Activity

'Know the Advertising Message'



The objective of this activity is to get students to focus on the different elements that make up a print advertisement and to understand how the different elements of an advertisement are used together to deliver a whole message.

Procedure.

1. Teacher preparation: Cut out several different print advertisements from magazines and/or newspapers. Collect enough ads to give **one** to each group of three or four students in your class.
2. Make a photocopy of each of the ads.
3. Cut the original ads up into pieces according to their different functions (the headline, body copy, graphics, subheadings, captions, etc.).
4. Shuffle up the advertisement pieces, then place them into large manila envelopes or file folders (each group receives one).
5. Divide your class into groups with three or four students in each.
6. Distribute the assorted ad elements to each group.
7. Ask each group to analyze the pieces given to it.
8. Instruct the class to work together to try to match the correct pieces of the advertisements.
9. When the students finish, verify that all the ads have been reassembled properly by displaying the previously made photocopies of the ads.

Follow up the exercise with a discussion asking students to tell how they reached their conclusions as to which parts of what ads belonged together. Discuss how color scheme, coordinating graphics, fonts and styles, etc. all work together to make an effective print ad. Use this exercise as a lead-in to discussing any aspect of advertising. Source: *Teaching Business Education*

Check Out ECONlinks Web Site

ECONlinks was developed to provide easy access to basic economic and financial information on the World Wide Web for students and teachers in economics and marketing courses. The Web Site provides a host of great links to economic and general business and marketing related sources. Visit the ECONlinks at <http://www.ncat.edu/~simkinss/econlinks.html>.

Source: *Teaching Business Education*



Smart Gifts for Graduates

Before you hand your new college graduate an envelope full of cash to celebrate their accomplishments, consider that the average student will leave school with much more than a diploma. According to student loan provider Nellie Mae, 78% of all graduates have at least one credit card and \$2,748 in debt—up 46% from just three years ago. Nine percent have more than \$7,000 in credit card debt and, more importantly, potentially damaged Credit Reports that could make securing a future car or Home Loan more difficult and expensive.

One of the best—and easiest—ways to help your new graduate Start Out on Solid Financial Ground is to give them a copy of Quicken 2001 Deluxe, which they can use to track everything from their checking and savings accounts to their investments and student loans.

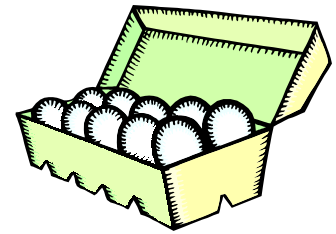


An Egg-citing Way to Teach Packaging

To teach the concept of creative packaging to her students, Jennifer Wegner takes an egg-citing approach. Wegner, a Business Education Instructor at Two Rivers Washington High School in Two Rivers, Wisconsin, pairs off her students and gives each pair two hard boiled eggs. Each pair

of students must then decorate and name their eggs.

Wegner presents students with a scenario using the hard-boiled egg as the focus. She tells students that they must create a name, decorative package and an advertisement for their egg. She tells students that the egg will be delivered to the end consumer directly from their "classroom warehouse." The objective of the activity is for students to design a package that is eye-catching and can survive the distribution and shipment process.



To have some fun, and to test the durability of the packages, Wegner has students drop their packages from a balcony in the school gymnasium. The final grade of the project is based on many different concepts-one being that the final produced package can withstand the fall from the balcony.

Source: Submitted by Jennifer Wegner, Business Education Instructor, Two Rivers Washington High School, Two Rivers, WI

Student Produced Videos Prove an Effective Business Learning Tool

The quest for a great final project to captivate a year's worth of learning is something almost every teacher looks for. Peg Baumgartner, a business teacher at Arcadia High School in Arcadia, WI, conducts a final project in her marketing courses that certainly allow students to use a multiple of hands-on talents, creativity, and critical thinking skills. Baumgartner has her class prepare a 20-minute video about successful businesses in her local community area. Student groups are responsible for creating small portions of the video which are edited to make the 20-minute video segment.

Here's how it works. Students venture out to interview and find out the history of the businesses located in their local community. Questions that students ask are: Why and how did the business get started? What role does family play in the business? What makes the business successful? What advertising mediums are used? And so on. (You can customize the questions that are asked according to your course content.) Students get creative in their role as video producers-from creating videos that tell a complete story about a business to presenting the project like a news broadcast. Once the videos are shot and edited, they are presented and shown to the class. To assist in the planning and organization of the videos, Baumgartner uses storyboards. She also works with her students to initiate contact and to arrange meeting times with local businesses. Thank you letters are also sent to all involved. The grand finale of the project comes when the video is shown on local cable TV. Baumgartner says "I have found that this project really makes many of the concepts learned hit home for students. They (the students) hear the very same things from the businesses involved as they do from their textbook or from myself." What an innovative way to teach students about business while also educating them about the businesses in their own community.

Source: Submitted by Peg Baumgartner, Business Instructor, Arcadia high School, 756 Raider Drive, Arcadia, WI 54612



Check out the bonus activity for entrepreneurship included in this newsletter!

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